

Abstract

Title: Marketing research and service quality comparison of Boulder Bar and LokalBlok bouldering walls according to their customers

Objectives: The goal of my thesis is to state the level of customers' satisfaction with services at climbing walls Boulder Bar and LokalBlok through marketing research. The results will be compared afterwards.

Methods: In this work, a quantitative method was used, particularly written questionnaires. The research was executed during ten weeks among customers of both climbing walls.

Results: The conclusion is that customers of both climbing walls are mostly satisfied with offered services. Therefore the offered services can be considered of a good quality. Some imperfections do exist in both of the researched sport institutions and those should be eliminated. Acquired information will be given to the managers of the climbing walls and will be used to improve provided services.

Key words: marketing, marketing research, services, customer satisfaction, bouldering